

# Maternal and Child Health Priority Overview

## Breastfeeding: Information for Hospitals



### Breastfeeding Recommendations:

- The World Health Organization (WHO) and United Nations Children's Fund (UNICEF) recommend that initiation of breastfeeding occur within the first hour of life.<sup>2</sup>
- Breast milk within the first few days of lactation, called colostrum, is filled with antibodies and growth proteins. It also helps develop the infant's digestive system.<sup>3</sup>
- Exclusively breastfeeding (consumption of human milk with no other liquid or food, including water) for six months and continued breastfeeding until at least 12 months is recommended.<sup>1</sup>
- Some women cannot or should not breastfeed, and every woman should speak with her health care provider to determine what is right for her and her infant.<sup>1</sup>



### Health Benefits for Mom<sup>1</sup>

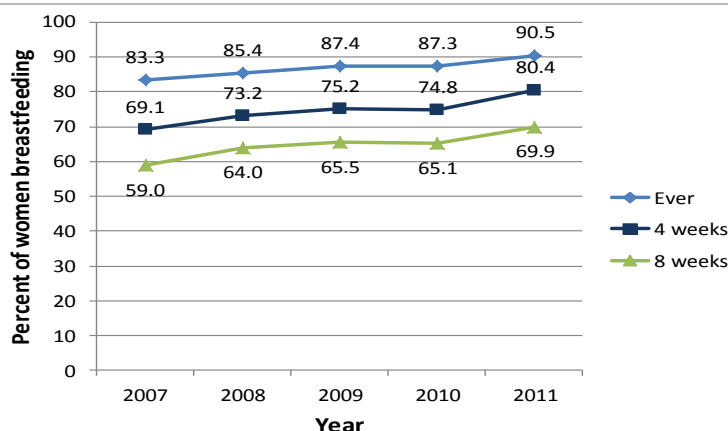
- Mom returns to pre-pregnancy weight faster
- Reduced maternal risk of:
  - Diabetes
  - Cardiovascular disease
  - Breast and ovarian cancer
  - Postpartum bleeding

### Health Benefits for Baby<sup>1</sup>

- Filled with antibodies and immunologic properties to protect against infection
- Reduced infant risk of:
  - Diabetes
  - Allergic disease
  - Respiratory tract infections
  - Gastrointestinal tract infections
  - Sudden infant death syndrome

### Breastfeeding in Wyoming

Percent of women ever breastfeeding and continuing at 4 and 8 weeks, WY PRAMS 2007-2011



Between 2007 and 2011, 86.7% of Wyoming mother initiated breast-feeding.

Barriers to breastfeeding reported in 2007-2008 WY PRAMS:

- Didn't like breastfeeding-35.4%
- Returned to work/school-19.8%
- Other kids to care for-18.6%

About a quarter of women who had attempted breastfeeding quit before their infant was eight weeks old.

For more information about WY PRAMS visit:  
<http://www.health.wyo.gov/familyhealth/mchepi/prams.html>



# Maternal and Family Health Priority Overview

## Breastfeeding: Information for Hospitals



### Successful Breastfeeding in Hospital Facilities in Wyoming

#### Baby-Friendly Hospital Facilities

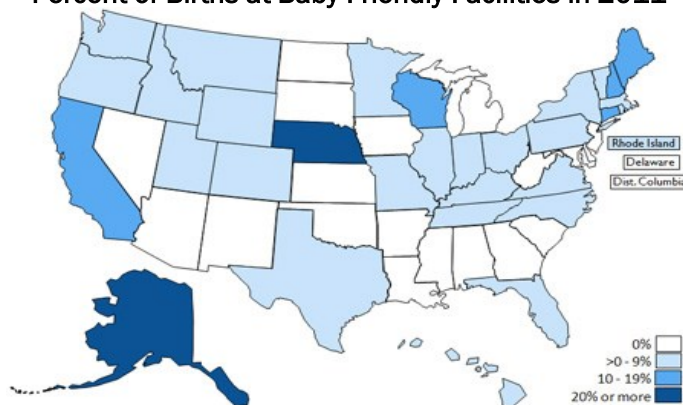
To earn a “baby-friendly” designation requires hospital facilities provide the recommended care for lactating mothers and their babies. The 10 standards listed below outline the required care for accreditation as outlined by the United Nations Children’s Fund (UNICEF). Powell Valley Healthcare was the first Wyoming hospital to receive accreditation in September 2010. As of December 2011, 2% of Wyoming infants were born in “baby-friendly” facilities. The national goal, set by Healthy People 2020, is to have 8.1% of US live births occur in “baby-friendly” hospitals<sup>5</sup>.

A Colorado study found that facilities could significantly increase breastfeeding rates by adhering to five of the ten maternity practices in the “baby-friendly” model. The *Colorado Can Do 5!* initiative promoted five practices to improve outcomes and found hospital facilities reporting it was a great first step toward achieving all 10 practices required for “baby-friendly” designation. The five steps found to be successful by Colorado are bolded and italicized below<sup>6</sup>.

#### The Ten Steps to Successful Breastfeeding in Hospital Facilities<sup>7</sup>

1. Have a written breastfeeding policy that is routinely communicated to all health care staff.
2. Train all health care staff in skills necessary to implement this policy.
3. Inform all pregnant women about the benefits and management of breastfeeding.
4. ***Help mothers initiate breastfeeding within one hour of birth.***
5. Show mothers how to breastfeed and how to maintain lactation, even if they are separated from their infants.
6. ***Give newborn infants no food or drink other than breast milk, unless medically indicated.***
7. ***Practice “rooming in”—allow mothers and infants to remain together 24 hours a day.***
8. Encourage breastfeeding on demand.
9. ***Give no pacifiers or artificial nipples to breastfeeding infants.***
10. ***Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or clinic.***

#### Percent of Births at Baby-Friendly Facilities in 2011



Source: NCHS (2009 Births, 2011 Facilities – Babyfriendly.org)

#### References:

1. American Academy of Pediatrics. Breastfeeding and the use of human milk. *Pediatrics* 2005;115 (2):496-506.
2. World Health Organization. Exclusive Breastfeeding. Available at: [http://www.who.int/nutrition/topics/exclusive\\_breastfeeding/en/](http://www.who.int/nutrition/topics/exclusive_breastfeeding/en/). Accessed Jan 24 2012.
3. League LL. What is Colostrum? How does it Benefit My Baby? Available at: <http://www.llli.org/FAQ/colostrum.html>. Accessed Jan 26 2012.
4. Ball TM, Wright AL. Health care costs of formula-feeding in the first year of life. *Pediatrics* 1999;103(4 Pt 2):870-6.
5. U.S. Department of Health and Human Services. About Healthy People. Available at: <http://www.healthypeople.gov/2020/about/default.aspx>. Accessed October 10 2012.
6. Murray eK, Ricketts S, Dellaport J. Hospital Practices that Increase Breastfeeding Duration: Results from a Population-Based Study. *Birth: Issues in Preinatal Care*. 2011; 34 (3): 202-11.
7. World Health Organization. Baby Friendly Hospital Initiative in the US. The Ten Steps to Successful Breastfeeding. Available at <http://www.babyfriendlyusa.org/eng/10steps.html>. Accessed Oct 17, 2012.



For more information:

Maternal and Family Health  
Wyoming Department of Health  
6101 Yellowstone Road, Suite 420  
Cheyenne, WY 82002

Phone: (307) 777-6921

Fax: (307) 777-8687

E-mail: [mfhinfo@wyo.gov](mailto:mfhinfo@wyo.gov)

**Commit to your health.**